

# Diversity, Equity, & Inclusion (DEI) Task Force

DEI Community Survey Analysis  
June 2022

Developed by Turnlane for the  
DEI Task Force and the City of Minnetonka



# Background

## Task Force Creation

Dating back to 2016, the City of Minnetonka has undertaken various efforts to foster greater diversity, equity, and inclusion (DEI) within city operations and the broader Minnetonka community. In 2020, following the murder of George Floyd, the City Council recognized more needed to be done to elevate this work and made another commitment to these efforts through adding to its strategic profile a strategic priority focused on community inclusiveness. This strategic priority included four key strategies, one of which was to “actively engage the community”. To facilitate engagement with community members, the DEI Task Force, a group composed of 16 individuals who are either community members or city staff, was created and first convened in 2021. The group’s charge and objectives are as follows:

*Charge:* Work collaboratively to engage the community, broaden policy outcomes and respond to the community’s needs, views and expectations. The task force will advise the city council.

*Objectives:*

- Share and explore existing DEI efforts and activities already occurring in Minnetonka
- Gain an understanding of community views and expectations on DEI using community survey results and tools available through the city's community engagement platform
- Review best practices in other communities
- Identify potential community partners for DEI activities to leverage resources (e.g., nonprofits, faith community, schools, businesses)
- Define DEI vision and mission
- Identify short and long term goals
- Report recommendations to the city council

## Community Input

As a core part of its efforts, the Task Force worked in 2021 and 2022 to gather input from community members about community life within Minnetonka, which would inform the development of recommendations to the City Council that would create a more inclusive Minnetonka for all. While many methods for community engagement were considered, the Task Force employed two – an online community survey and a community conversation (held virtually due to COVID-19). Any next steps from this community input were to be determined by the Task Force.

# Overview of the Community Survey

## Online Survey

The following report summarizes survey data from Minnetonka community members as part of a 12-month long process within the Minnetonka city government being led by the Diversity, Equity, and Inclusion (DEI) Task Force. The purpose of the survey was to provide an opportunity to those who live, work, study, and/or visit Minnetonka to share experiences about community life and interactions with city staff and departments. This information was then to be used by the DEI Task Force to recommend short-term and long-term DEI goals and actions for the City Council to consider and adopt.

This information was collected November 2021 – January 2022 through an anonymous and confidential online survey, which included both multiple-choice and open-ended questions. The survey included this confidentiality statement:

*CONFIDENTIALITY. This survey is confidential and is being administered by Turnlane, a third-party partner to the Minnetonka DEI Task Force and the City of Minnetonka.*

The survey was offered in four languages – Arabic, English, Somali, and Spanish.

The results in this report are intended to *represent responses of community members, not formal research*. Through this online survey, we sought to understand what people’s experiences are and what they say they know. Since these are community member responses and not research, responses are presented as-is, and may not reflect actual Minnetonka city policy and/or practices.

## Survey Hosted on Qualtrics

English ▾

Thank you for taking the time to participate in the 2021 Minnetonka Community Diversity, Equity, and Inclusion (DEI) Survey. This survey is an opportunity for those who live, work, study, and/or visit Minnetonka to share experiences about community life and interactions with city staff and departments.

This survey takes approximately 5-20 minutes to complete.

**SURVEY PURPOSE.** Data collected from this survey will be used by the Minnetonka DEI Task Force, a group consisting of community members, in 2022 to recommend short-term and long-term DE&I goals and actions for the city council to adopt.

**CONFIDENTIALITY.** This survey is confidential and is being administered by Turnlane, a third-party partner to the Minnetonka DEI Task Force and the City of Minnetonka.

## Survey Respondent Inclusion Criteria

A total of 859 survey responses were submitted. Providing answers to at least 25% of the survey questions was required for a survey submission to be included in the analysis process. After applying the 25% question response criteria, 554 submissions were analyzed, which are reflected in the following slides.

Of note, the 305 surveys that were omitted from analysis did not contain a single response to a socio-demographics question, likely because those questions were positioned within the second part of the survey. Therefore, nothing can be gleaned about the identities of those who submitted surveys with less than 25% of questions being answered.

# Socio-Demographics

The following pages highlight aggregated socio-demographic information from respondents who submitted responses. These questions were presented within the second half of the survey and submitting such information was not a requirement for providing input. As such, socio-demographic information for many individuals who submitted a survey response is not reflected in the following slides.

# Socio-Demographics Overview

- Most survey responses were submitted by those who live in Minnetonka (444 of 554).
- While individuals with various identities participated in the survey, the following includes the *highest response counts to socio-demographic questions*:
  - **Gender**: woman (264)
  - **Race**: white (306)
  - **Sexual orientation/identity**: straight (337)
  - **Age**: between 40-49 years old (96)
  - **Highest level of education completed**: 4-year college degree (196)
  - **Household income**: between \$100,000-\$250,000 (165)
  - **(Dis)Ability status**: experience life without daily limitations / able-bodied (396)
  - **Veteran status**: do not identify as a veteran (412)
  - **Primary language spoken at home**: English (452)
  - **Zip code**: 55345 (208)
  - **Place of residence**: Homeowner (396)
  - **Residence type**: Single-family home (181)
- For many socio-demographic questions, respondents did not submit answers – this category is included where it is most helpful to see all response types represented. Refer to the “N = \_” to see how many responses are included in each analysis.
- To compare the socio-demographics of survey responses to the city’s demographics, please refer to the community profile data developed by the Metropolitan Council [here](#).

# Who participated in the survey

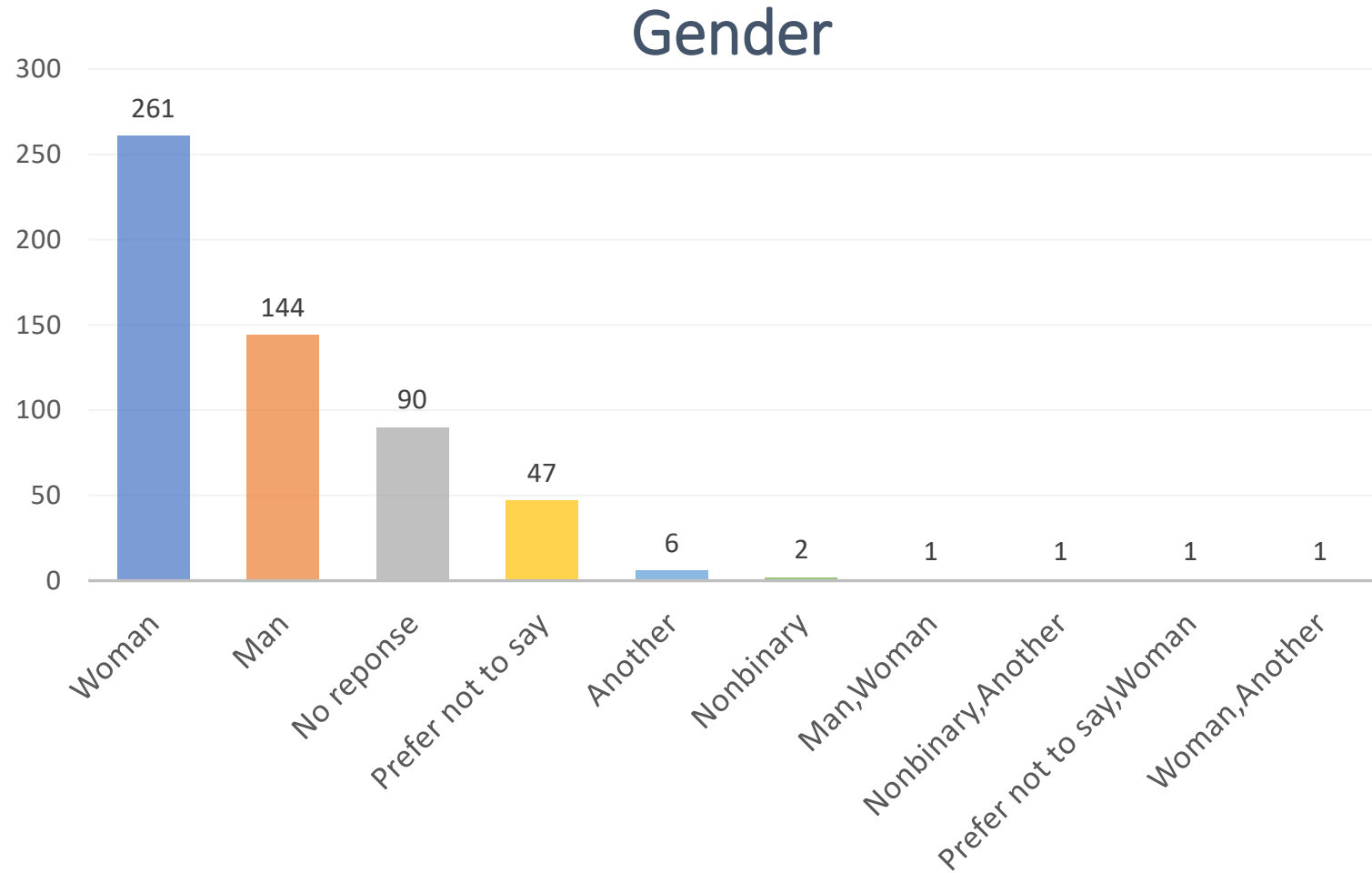
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<b>Select all that apply:</b>	<b>Count</b>
I live in Minnetonka.	444
I work in Minnetonka.	119
I visit Minnetonka.	62
I am a guardian/parent of an open-enrolled student who attends a school in Minnetonka.	41
I am a student at a school in Minnetonka.	10

N = 676

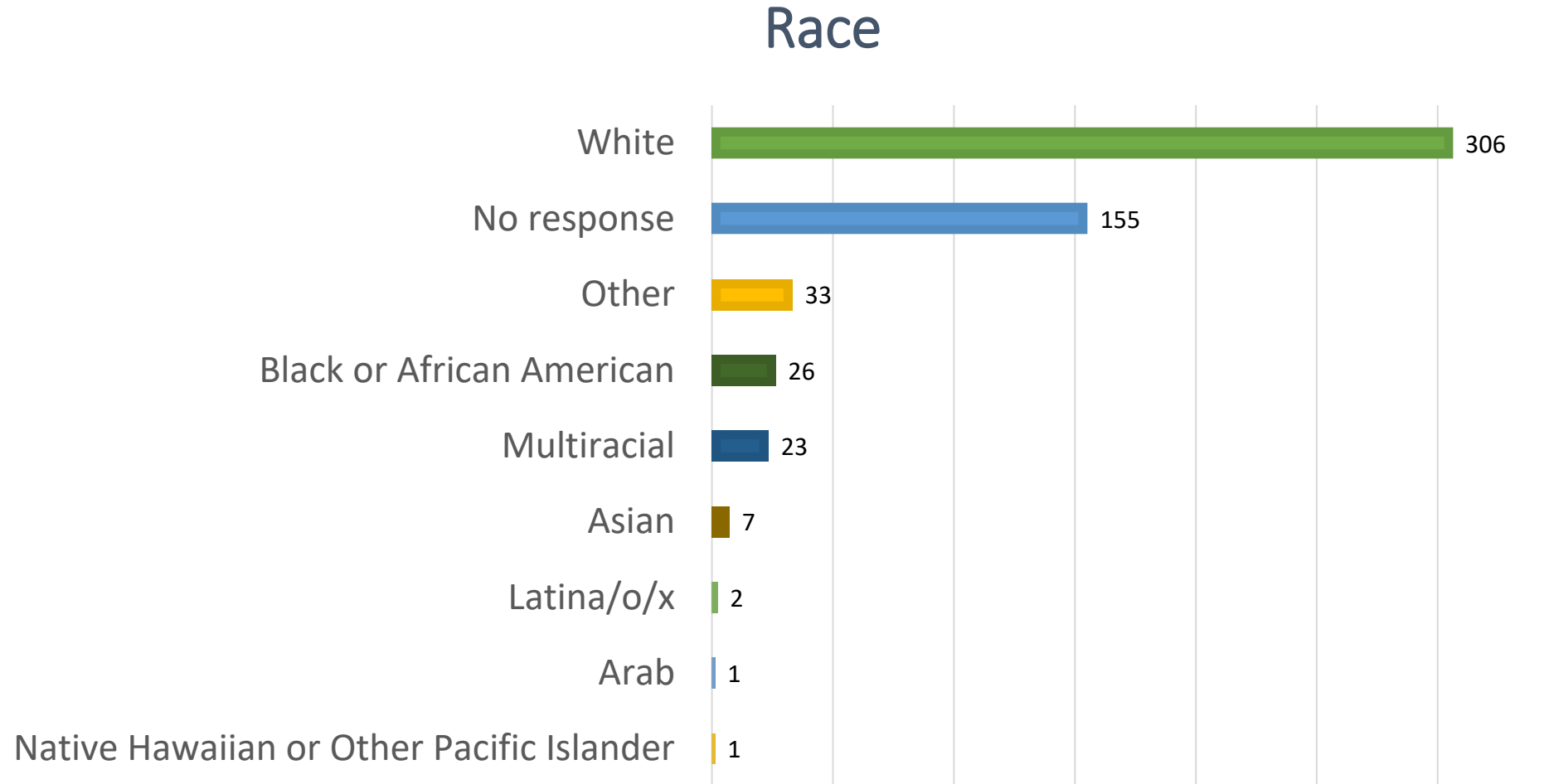
Note: respondents could select more than one option.

# Who participated in the survey



N = 554

# Who participated in the survey



N = 554



# Who participated in the survey

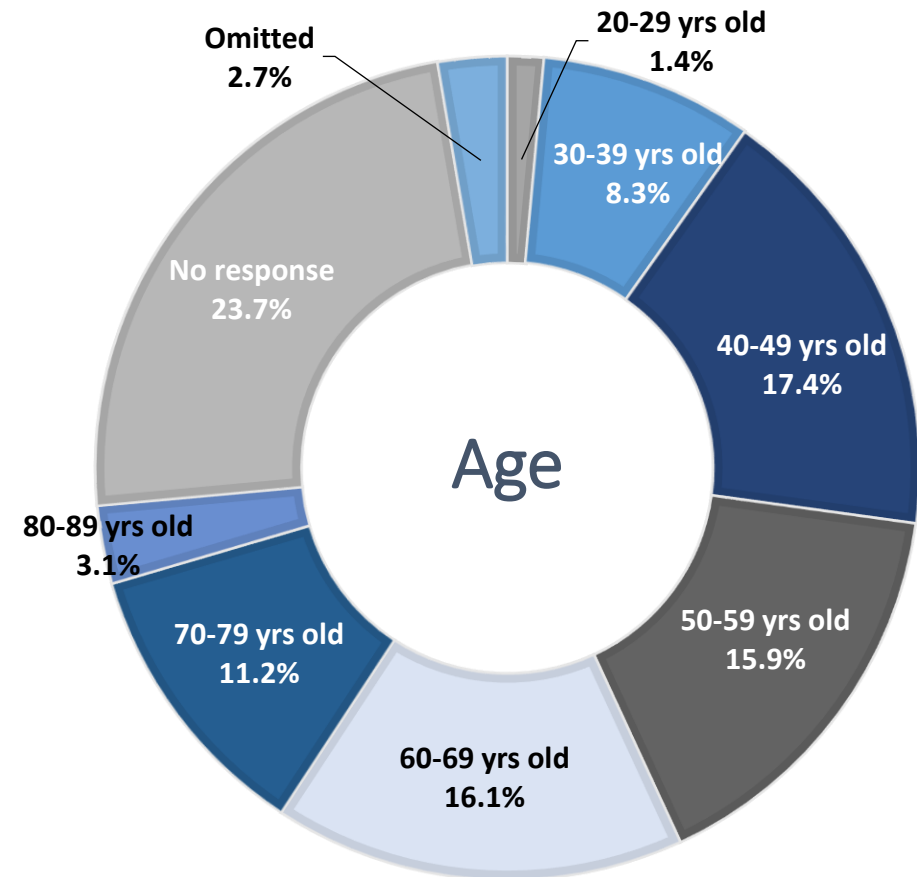
## Age Statistics

**Mean:** 55.62

**Median:** 55

**Mode:** 61

Note: Fifteen responses were omitted from analyses because answers were unclear or suggested the individual did not want to share their age.

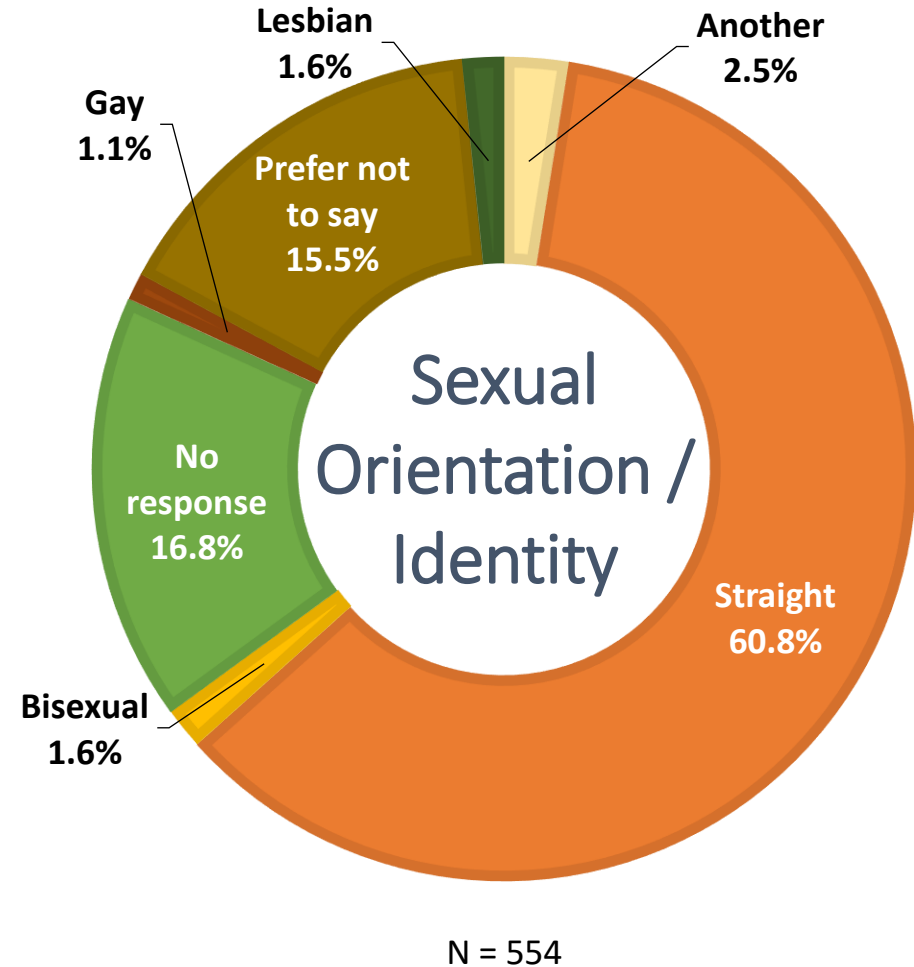
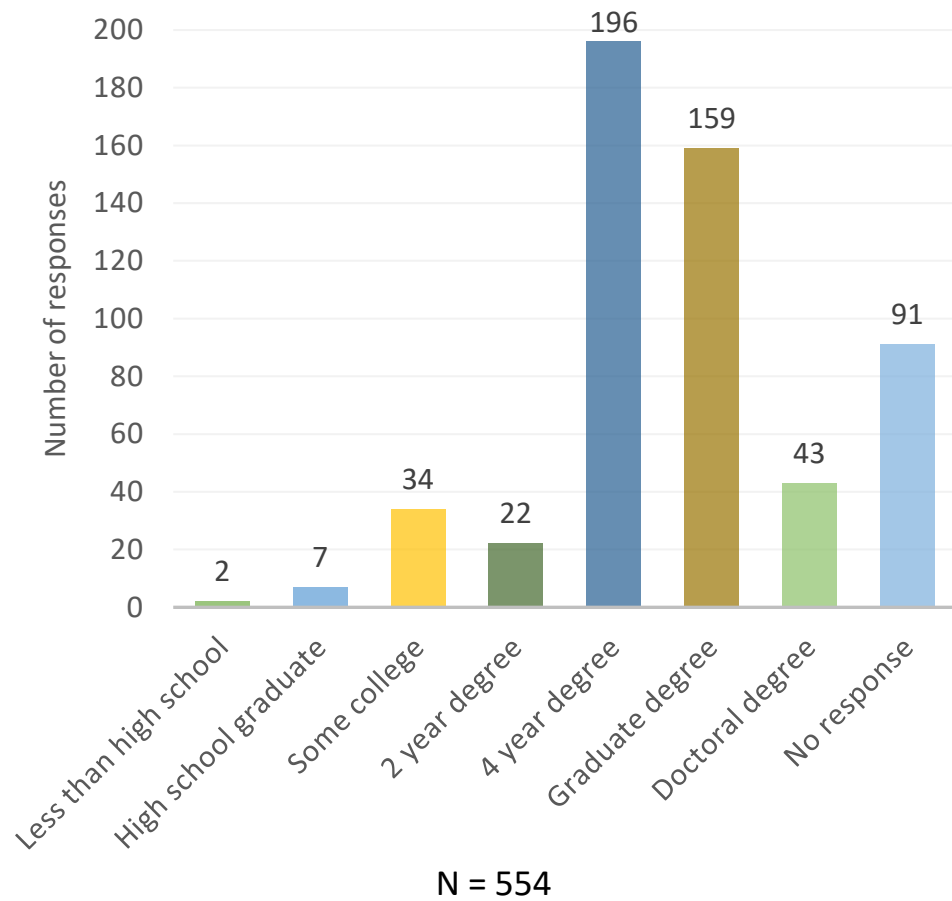


N = 554

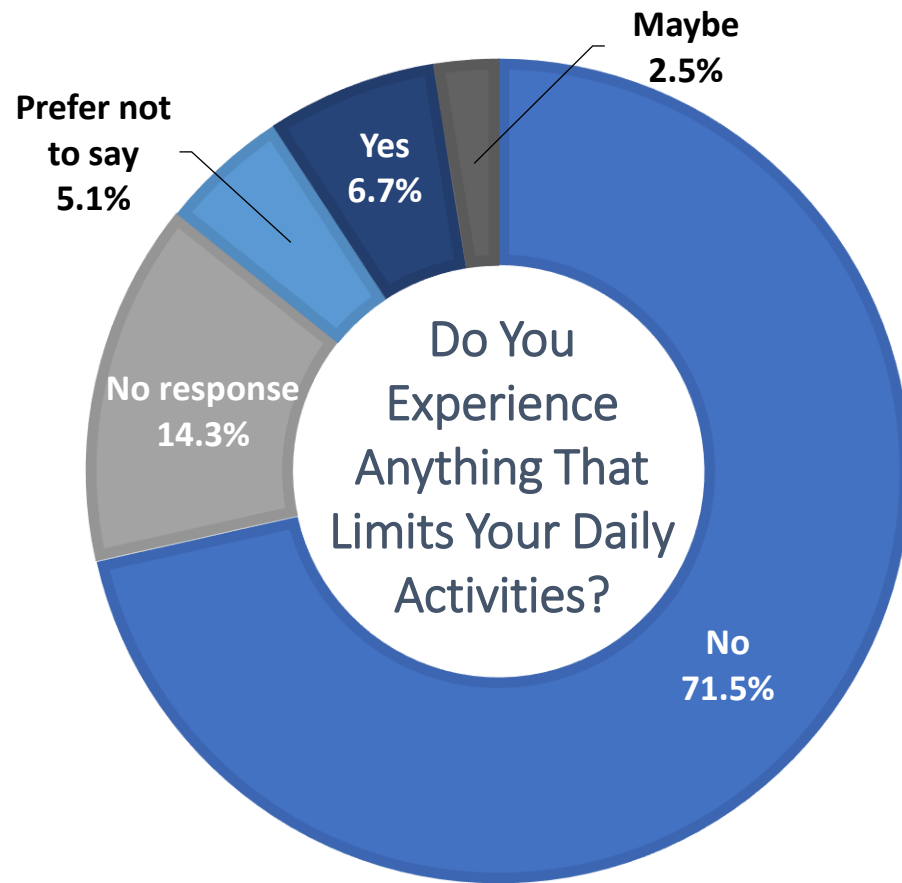
Note: the visual above represents age groups that accounted for over 1% of respondents. In addition to the above, 1 identified as under 20 years old and 1 identified as over 90 years old.

# Who participated in the survey

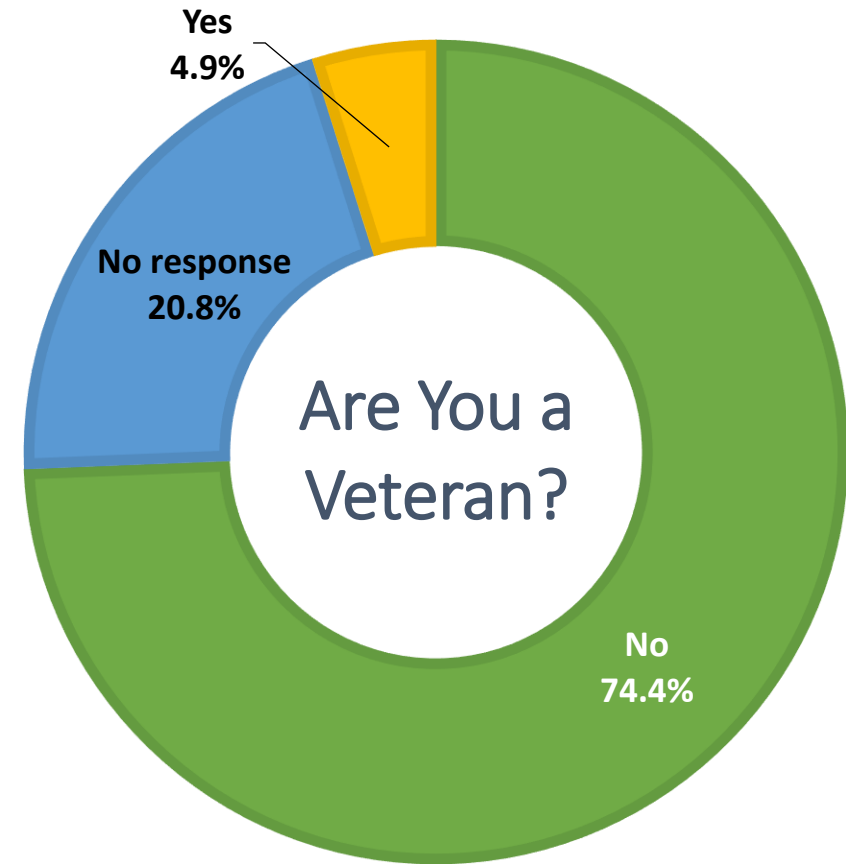
## Highest Level of Education Completed



# Who participated in the survey



N = 554



N = 554

# Who participated in the survey

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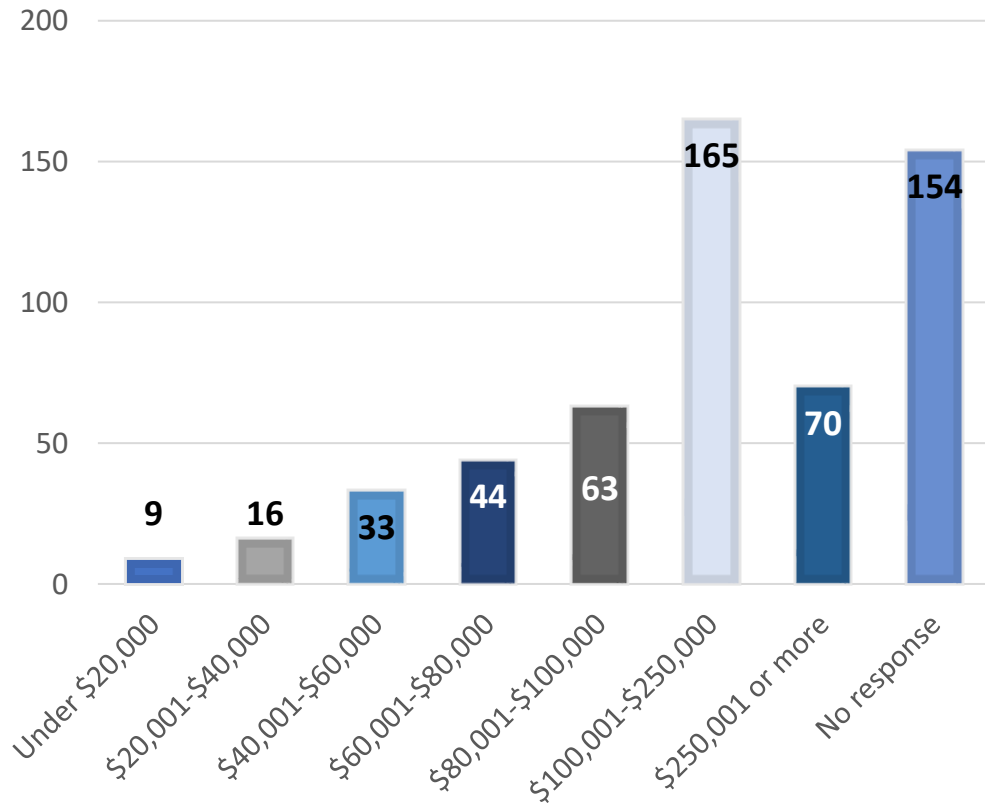
<b>Which language(s) do you primarily speak at home?</b>	<b>Count</b>
English	452
No response	94
Other	12
Spanish	5
Mandarin	3
Somali	1
Arabic	1
Tamil	1
Hmong	1

N = 570

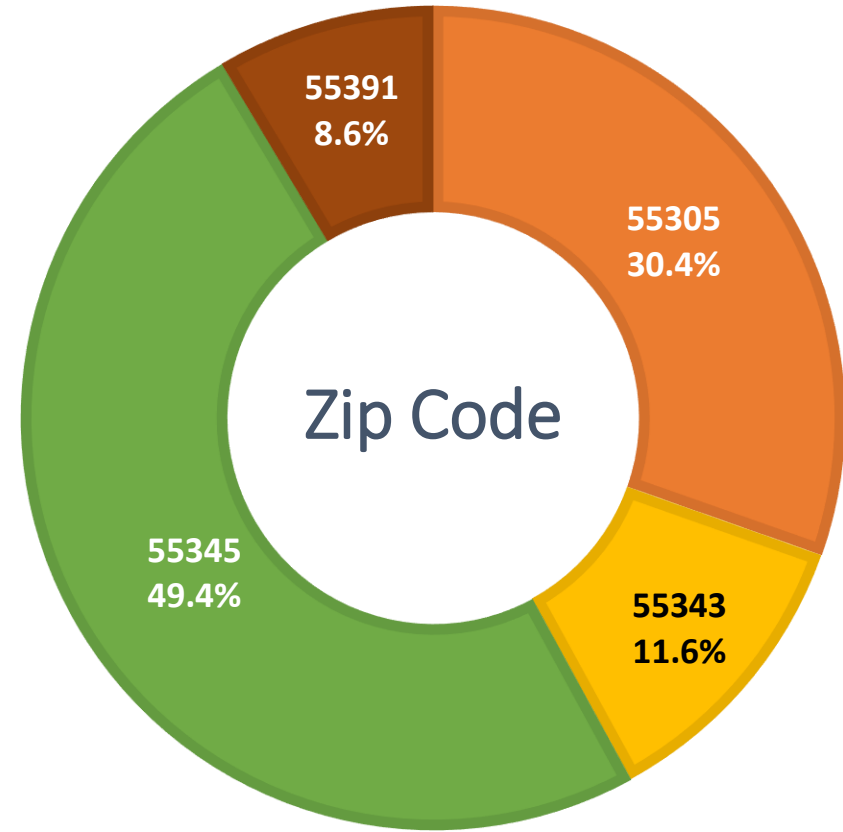
Note: respondents could select more than one language.

# Who participated in the survey

## Household Income

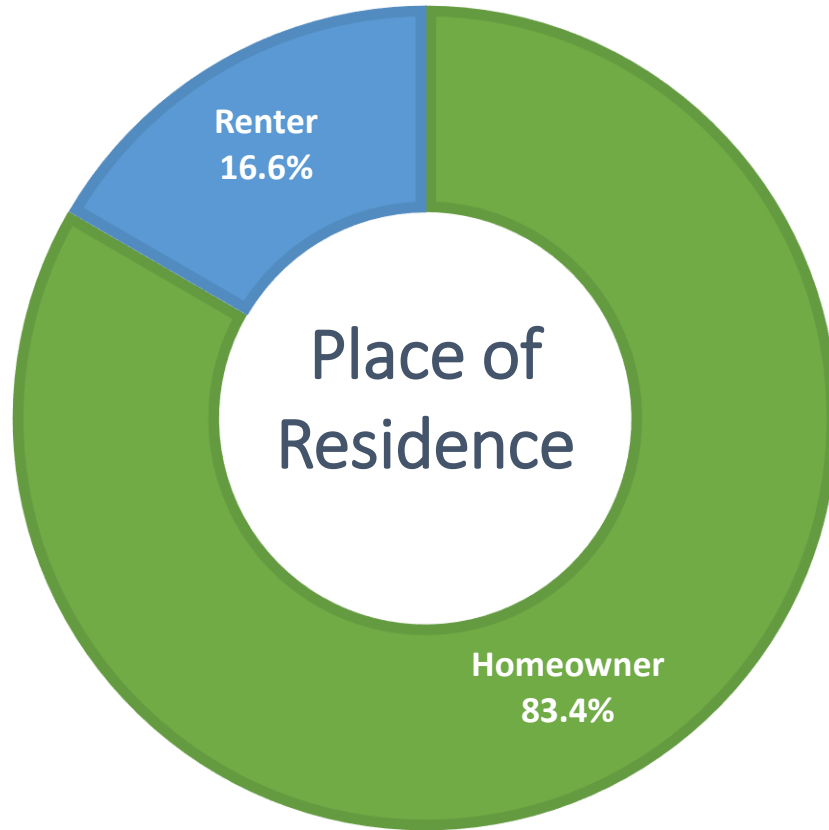


N = 554

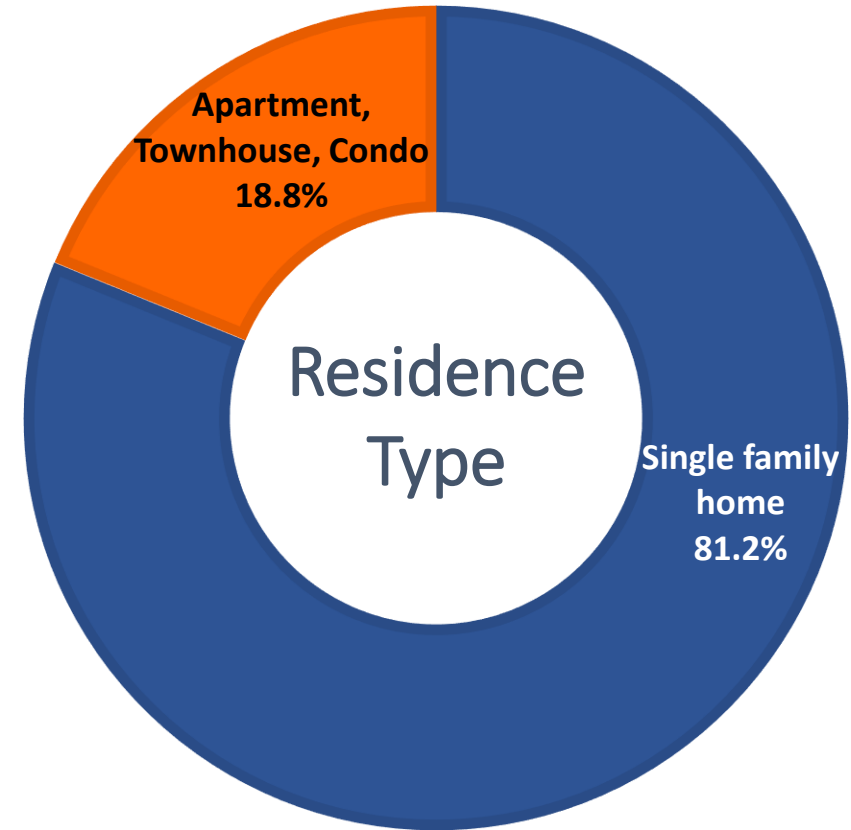


N = 421

# Who participated in the survey



N = 475



N = 223

# Insights on Socio-Demographics

**Task Force efforts** to hear from those who hold marginalized identities **appear to have made a difference**, particularly with regard to racial identity, sexual orientation, and household income

**Two zip codes accounted for ~80% of residents** who participated – 55345 and 55305

**A significant number of survey respondents** – roughly between 80-155 depending on the question – **chose not to provide socio-demographic information**

# Multiple-Choice Questions

The following slides include analyses for a set of multiple-choice questions that asked about experiences from and perceptions about Minnetonka community life and the Minnetonka City government.

The survey included the following clarifying language:

*For the purposes of several questions throughout this survey, identities can be used to mean the following: Identities can be used to mean qualities, beliefs, personality, looks, and/or expressions that make a person, such as race, ethnicity, gender, social class, sexual orientation, physical (dis)abilities, and religion/religious beliefs.*

Note: The average statistics are calculated through the following values:

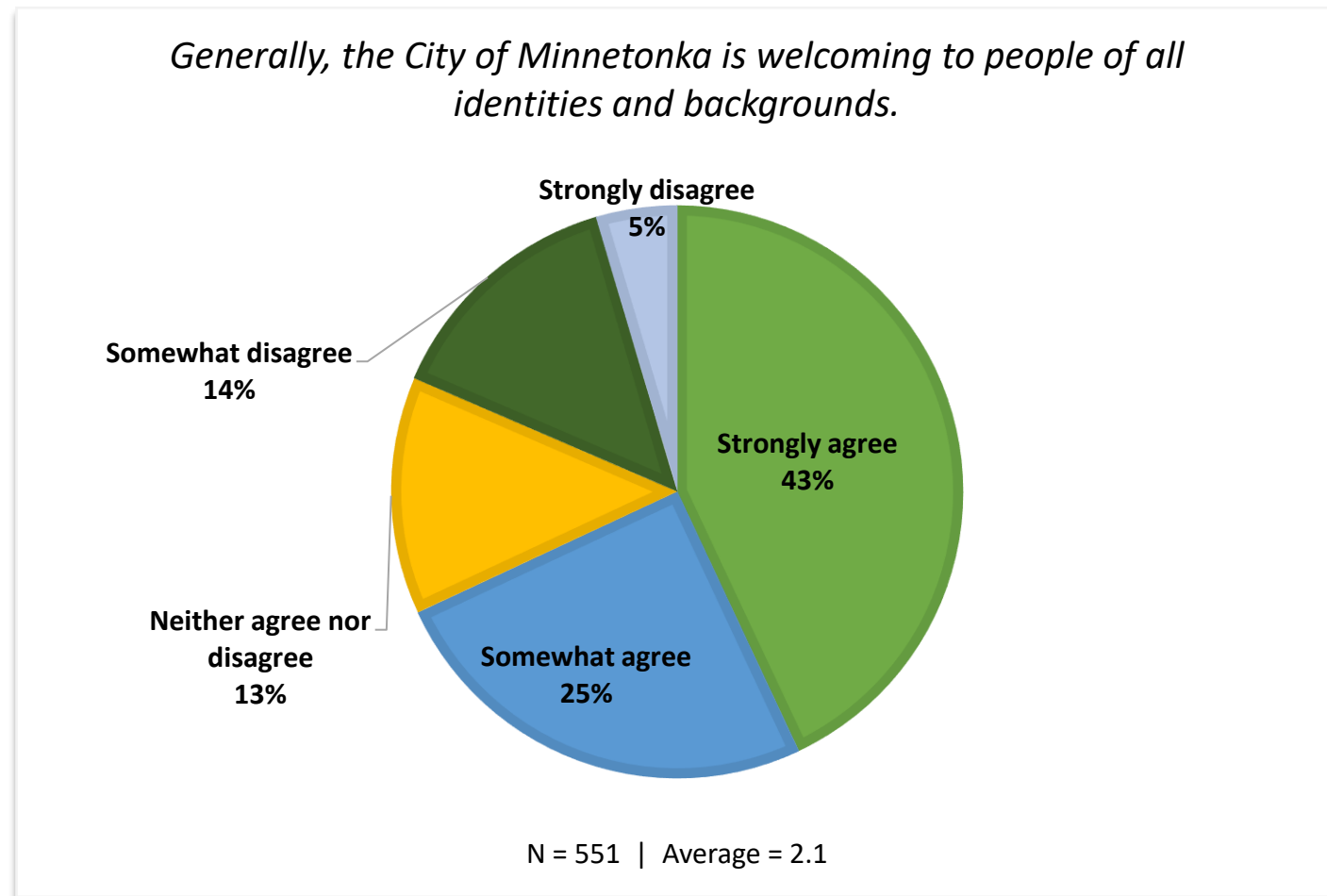
- Strongly agree = 1
- Somewhat agree = 2
- Neither agree nor disagree = 3
- Somewhat disagree = 4
- Strongly disagree = 5



# General Question About Community Life

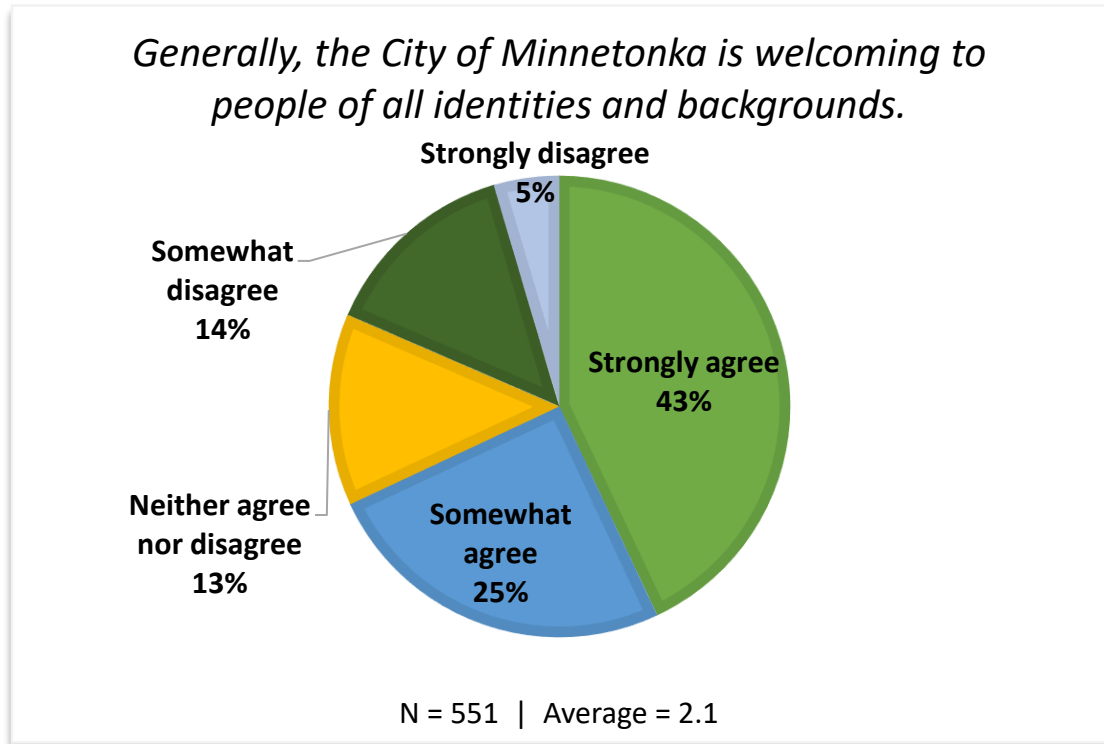
# General Question About Community Life

One question asked survey respondents about the extent to which they experience the City of Minnetonka as welcoming to all.



# General Question About Community Life

One question asked survey respondents about the extent to which they experience Minnetonka as welcoming to all.



Race	Count	Average Rating
White	305	2.26
Black	26	2.38
Multiracial	21	2.5
Asian	7	1.71

Gender	Count	Average Rating
Man	143	1.86
Woman	260	2.39

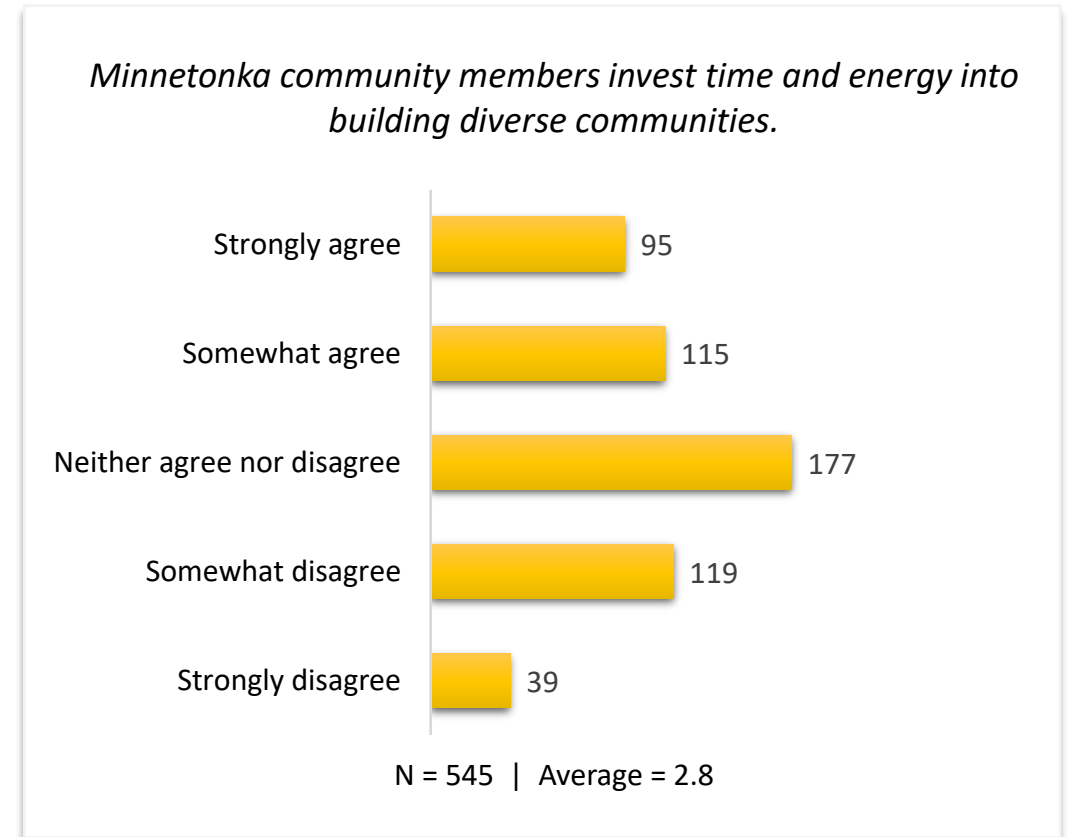
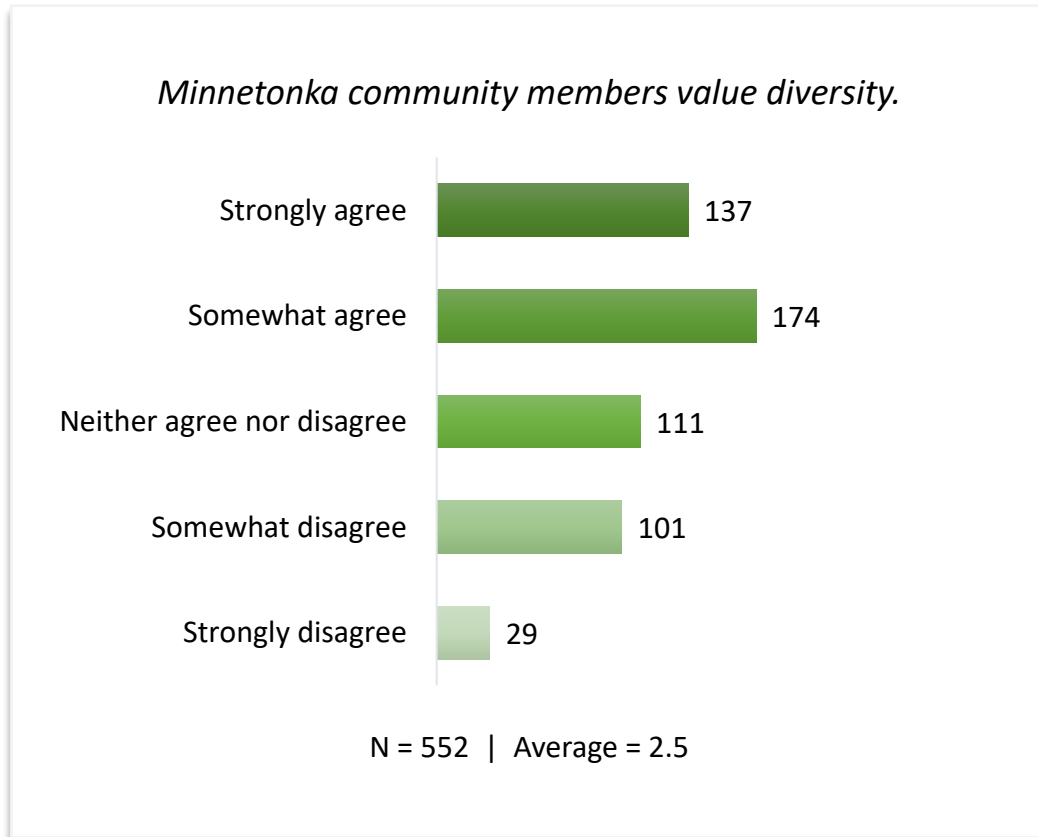
Sexuality	Count	Average Rating
Straight	335	2.28
Bisexual, Gay, Lesbian	24	2.00

Gender & Race	Count	Average Rating
<ul style="list-style-type: none"> <li>Woman or Nonbinary</li> <li>Person of color</li> </ul>	32	2.68

# Diversity

# Diversity: Perceptions of Minnetonka Community Members

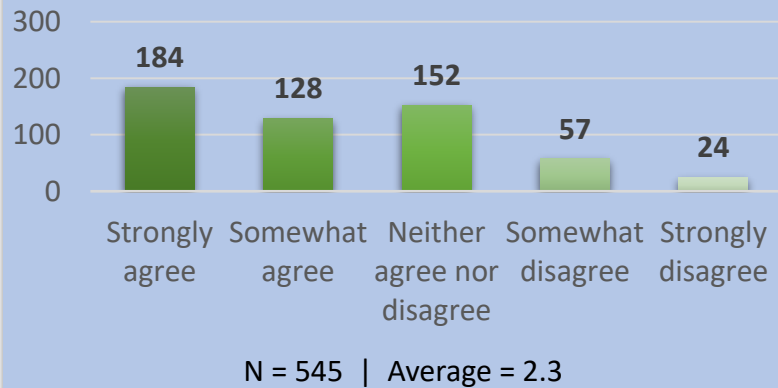
Two questions asked about survey respondent perceptions of Minnetonka community members related to diversity.



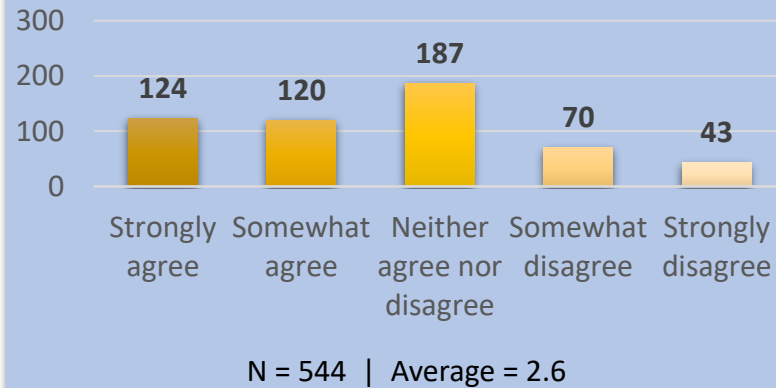
# Diversity: Perceptions of the Minnetonka City Government

Two questions asked about survey respondent perceptions of the Minnetonka city government related to diversity and one related specifically to experiencing or noticing positive change due to the city's DEI work.

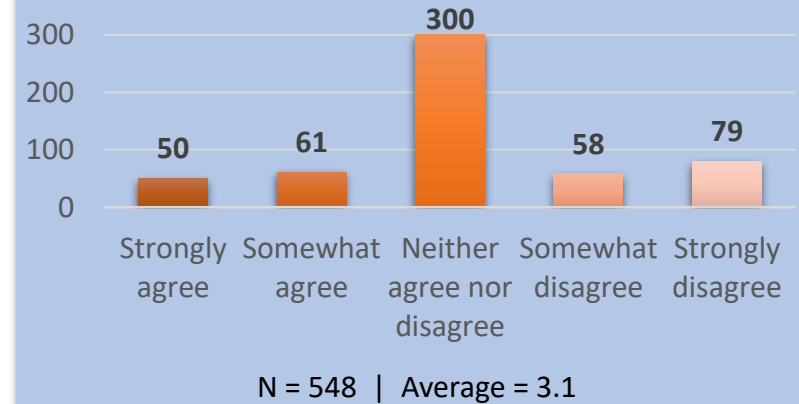
*The Minnetonka city government values diversity.*



*The Minnetonka city government invests time and energy into building diverse communities.*



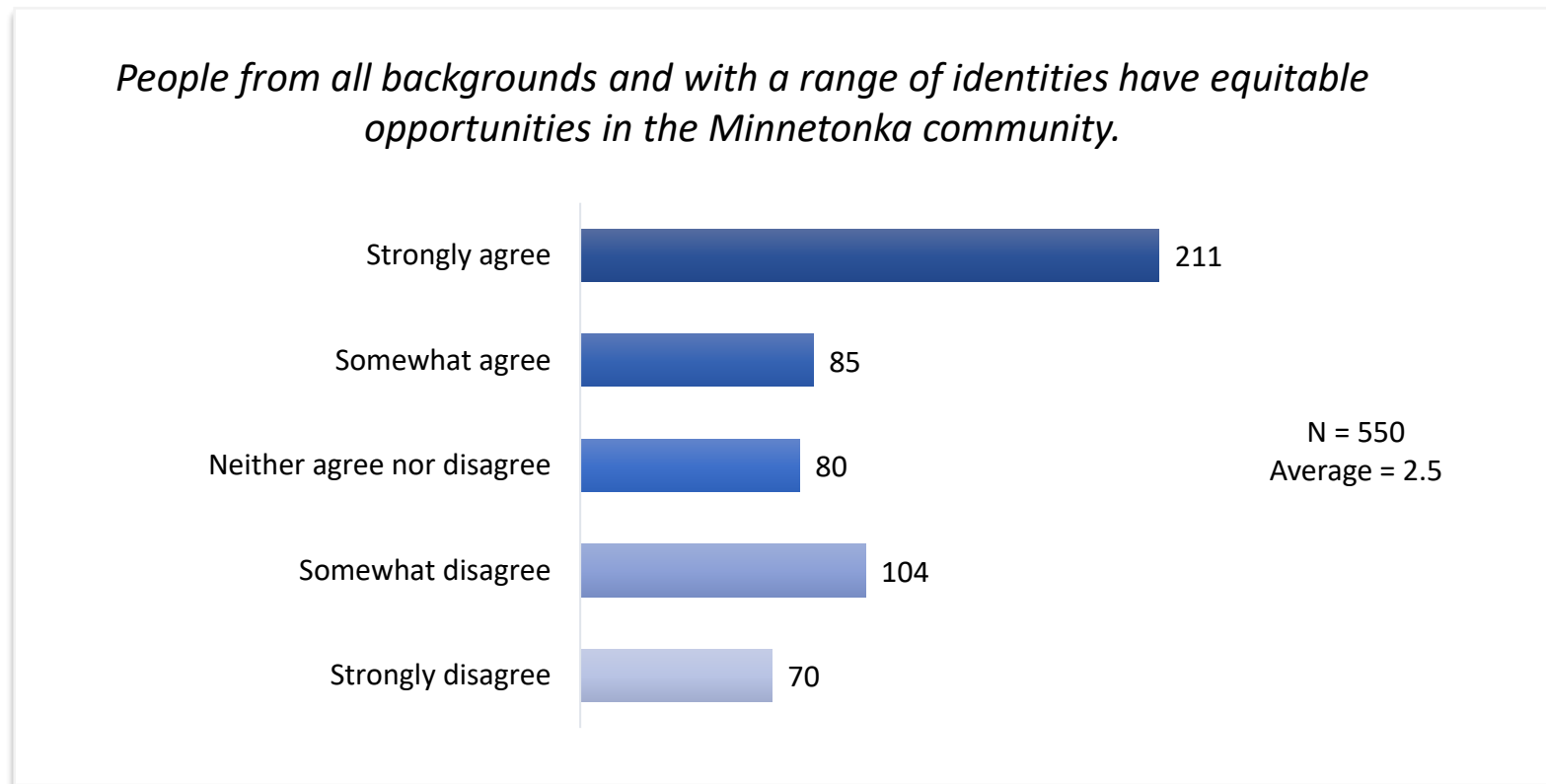
*I have experienced or noticed positive change due to the diversity, equity, and inclusion work done by the City of Minnetonka.*



# Equity

# Equity: Perceptions of the Minnetonka Community

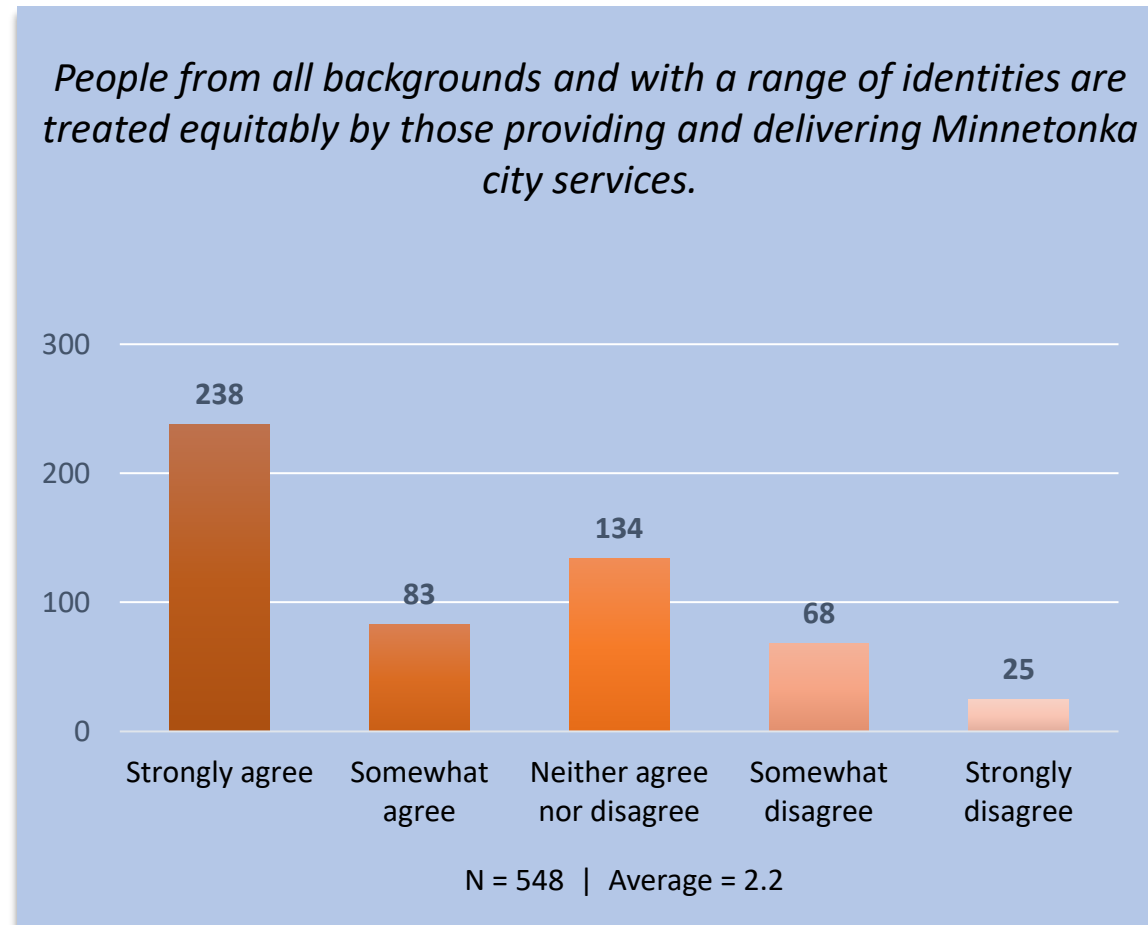
One question asked about survey respondent perceptions of whether all people, regardless of backgrounds and identities, have equitable opportunities in the Minnetonka community.





# Equity: Perceptions of the Minnetonka City Government

One question asked about survey respondent perceptions of whether all people, regardless of backgrounds and identities, are treated equitably by those who work for the Minnetonka city government.

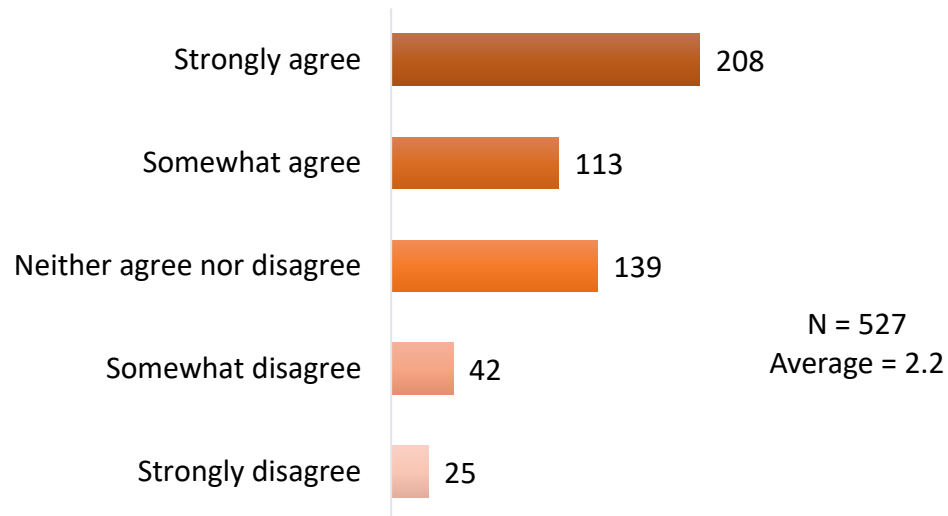


# Inclusion and Belonging

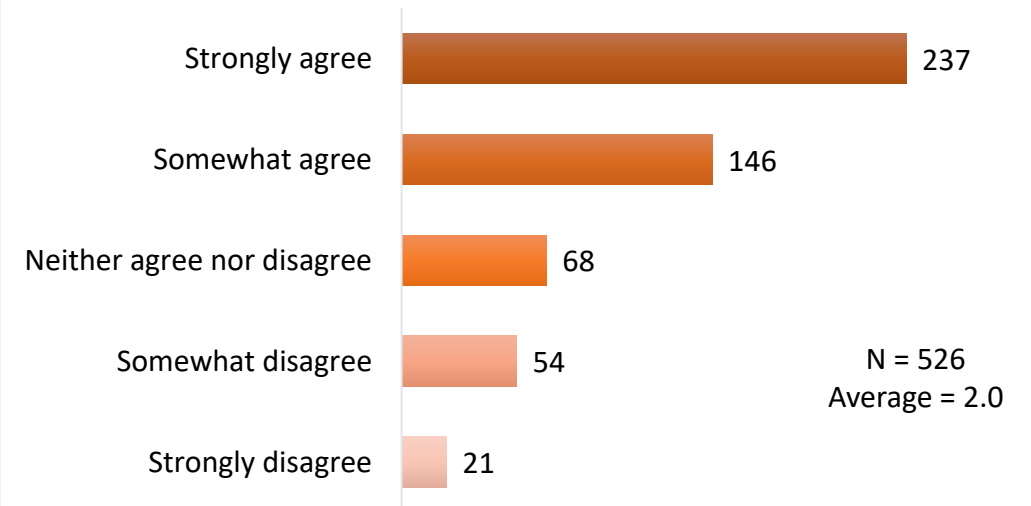
# Inclusion & Belonging: Perceptions of the Minnetonka Community

One question asked about survey respondents feeling as though their background and identity are valued within the Minnetonka community, while another question asked about the extent to which respondents feel a sense of belonging in the Minnetonka community.

*I feel my unique background and identity are valued within the Minnetonka community.*

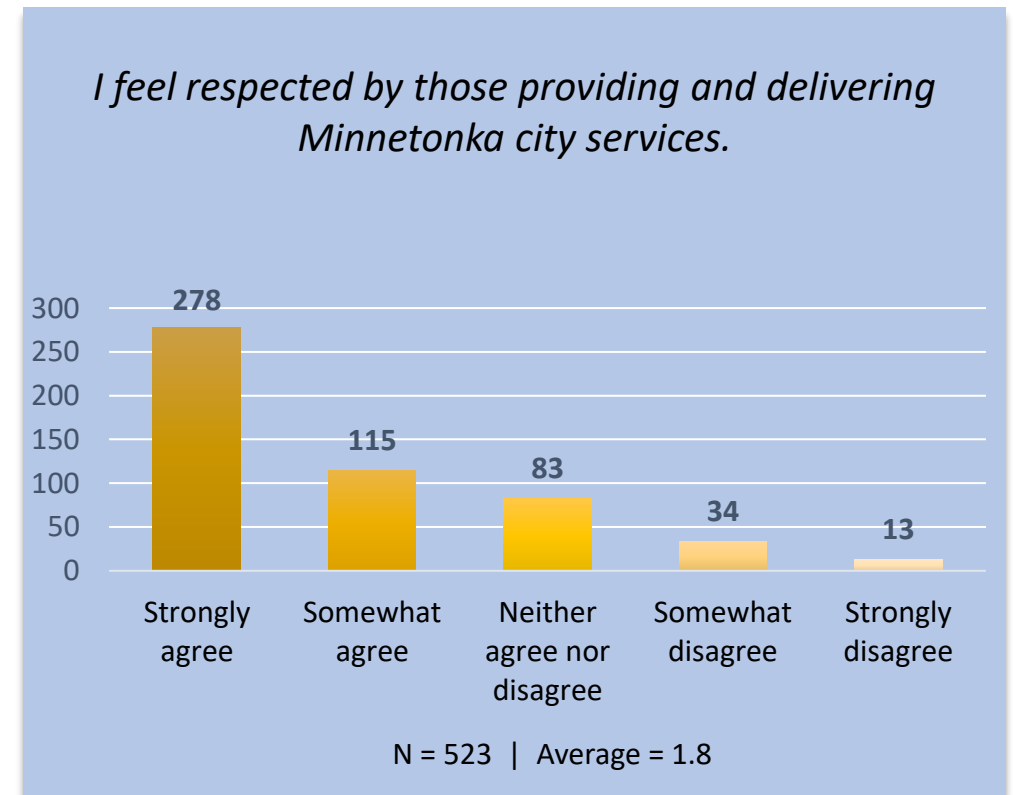
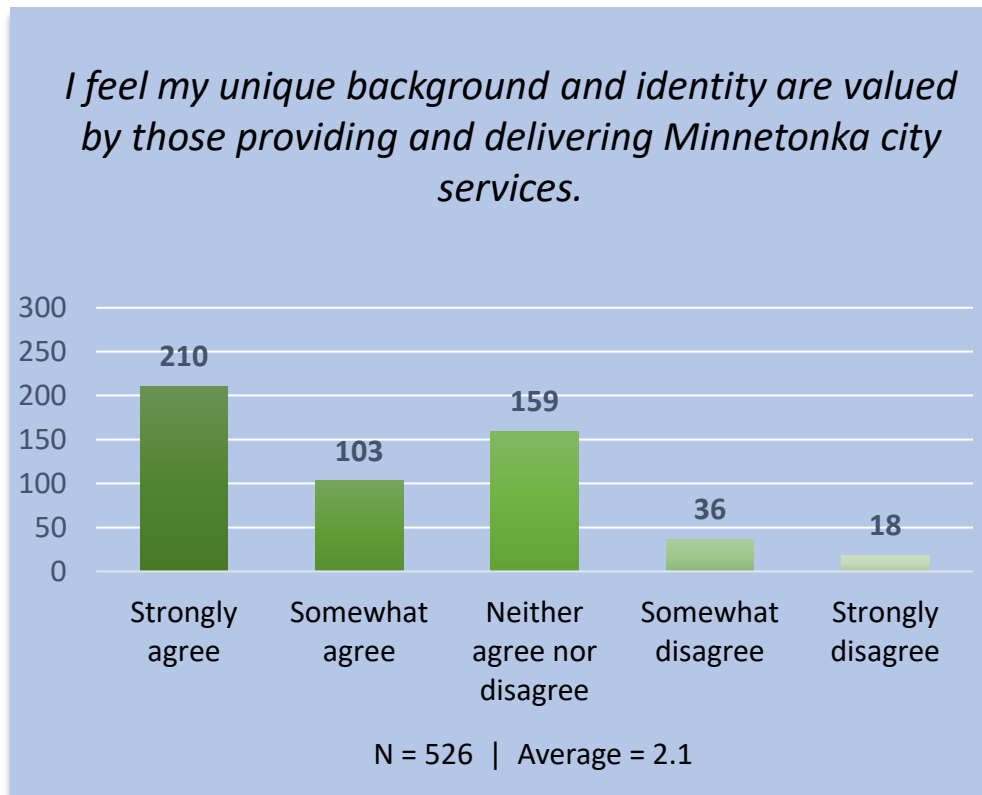


*I feel a sense of belonging within the Minnetonka community.*



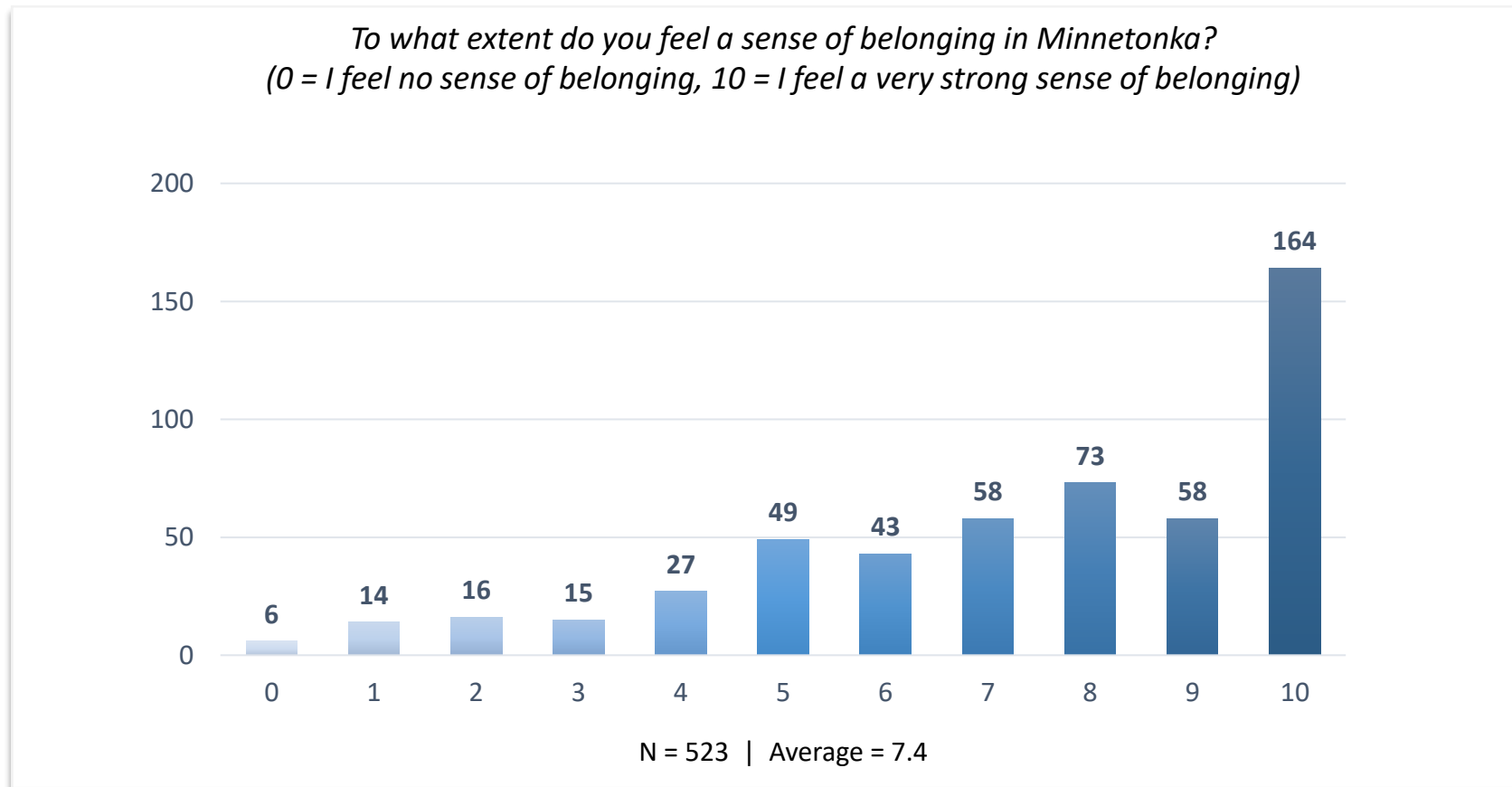
# Inclusion & Belonging: Perceptions of the Minnetonka City Government

One question asked about survey respondents feeling as though their background and identity are valued by those providing and delivering Minnetonka city services, while another asked about the extent to which respondents feel respected by those same individuals.



# Inclusion & Belonging: Personal Experiences

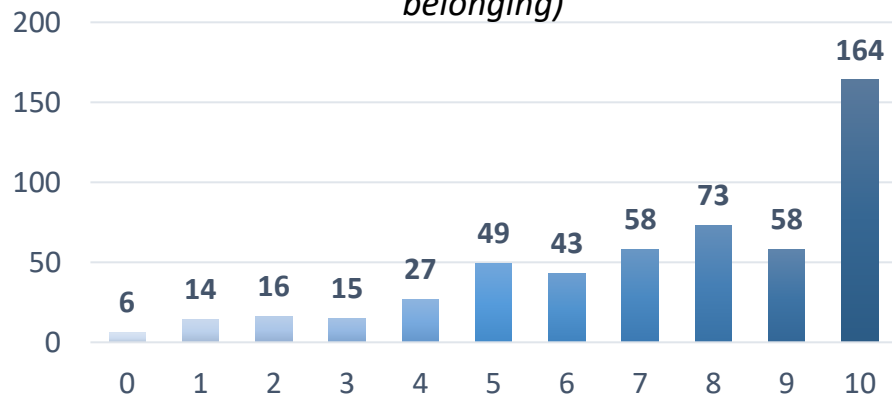
One question asked about the extent to which survey respondents experience a sense of belonging in Minnetonka on a scale of 0-10.



# Inclusion & Belonging: Personal Experiences by Identity

One question asked about the extent to which survey respondents experience a sense of belonging in Minnetonka on a scale of 0-10.

To what extent do you feel a sense of belonging in Minnetonka?  
(0 = I feel no sense of belonging, 10 = I feel a very strong sense of belonging)



N = 523 | Average = 7.4

Race	Count	Average Rating
White	305	7.41
Black	26	6.46
Multiracial	21	5.85
Asian	7	7.28

Gender	Count	Average Rating
Man	143	7.45
Woman	257	7.18

Sexuality	Count	Average Rating
Straight	336	7.30
Bisexual, Gay, Lesbian	23	6.21

Gender & Race	Count	Average Rating
<ul style="list-style-type: none"> <li>• Woman or Nonbinary</li> <li>• Person of color</li> </ul>	32	5.65

# Insights on Multiple-Choice Questions

*Many find* Minnetonka to be a welcoming community and one that values diversity, equity, inclusion, and belonging  
...and *many do not find* this to be the case.

Regardless of identity...

- Roughly **1 in 5** survey respondents indicate that they **do not experience Minnetonka as welcoming** to people of all identities and backgrounds.
- Roughly **1 in 3** survey respondents **do not believe that all people have equitable opportunities** in the Minnetonka community.
- Roughly **1 in 6** survey respondents **do not believe that all people are treated equitably by those providing and delivering Minnetonka city services.**

and

Those that identify as...

- women,
- black/African American or multiracial, or
- women or nonbinary and a person of color

...shared less favorable views and perspectives on some questions.

# Sharing Experiences

The following pages include aggregated information from respondents who submitted answers to questions that asked about their experiences of exclusion in the Minnetonka community and in interactions with City of Minnetonka staff.

The survey included this statement on terms used in this section:

*For the purposes of the following questions,*

- *exclusion can be used to mean any action that causes someone to feel disrespected, left out, or that they do not belong (e.g., inappropriate jokes, slurs, rumors, hurtful gossip, isolating behaviors)*
- *discrimination can be used to mean unequal treatment of members of various groups based on race, ethnicity, gender, social class, sexual orientation, physical (dis)ability, religion/religious beliefs, and other categories.*

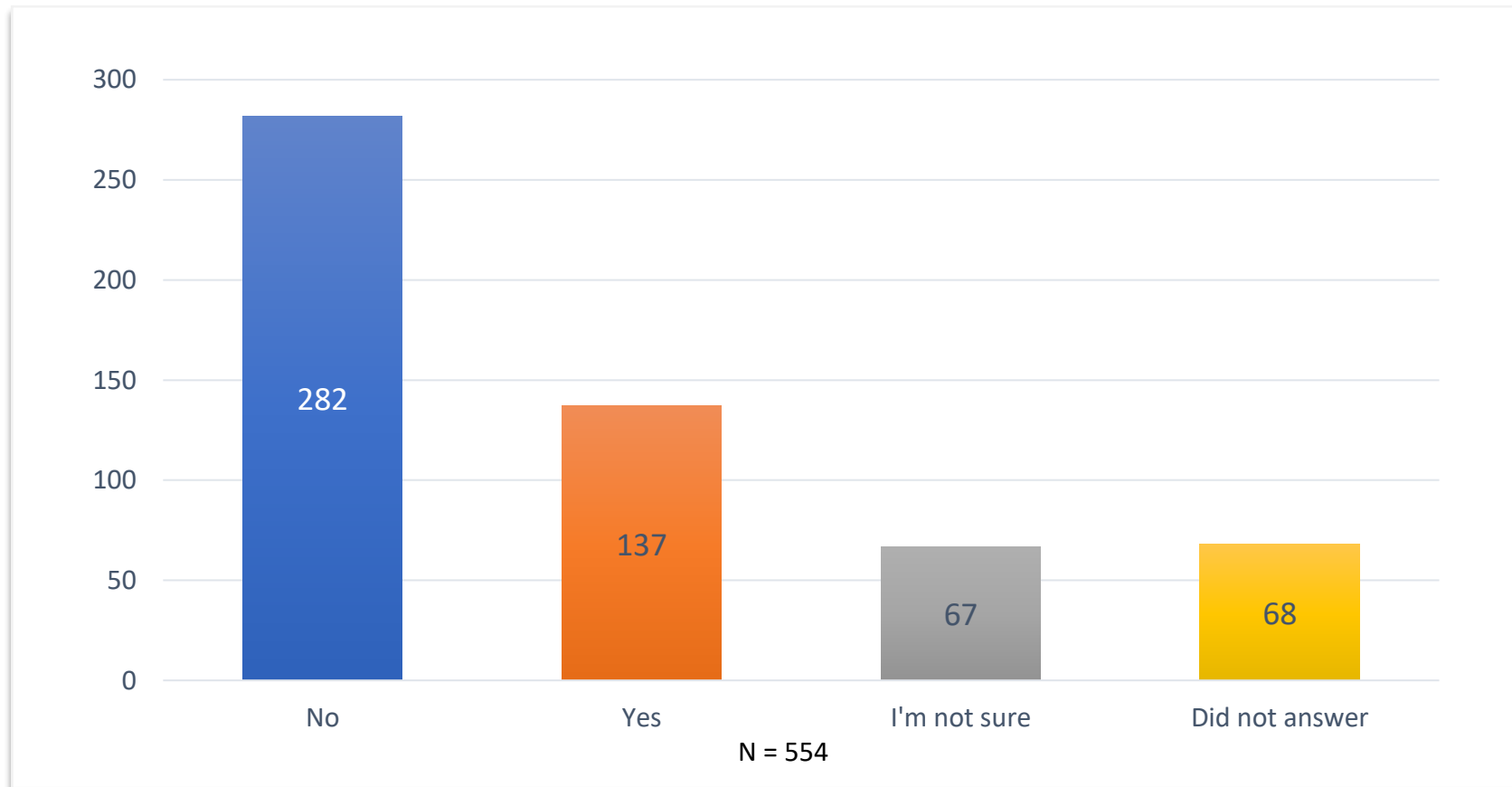
Open-ended question responses were separately analyzed by two Turnlane consultants to mitigate the risk of bias.



# Experiences of Exclusion or Discrimination

Question 21:

Have you experienced or witnessed acts of exclusion or discrimination ***within the Minnetonka community*** because of your or someone else's identities?



## Question 21: Experiences of Exclusion Within the Minnetonka Community

*Have you experienced or witnessed acts of exclusion or discrimination within the Minnetonka community because of your or someone else's identities? If yes, please explain in detail, including when, where, and with whom this occurred.*

143 individuals submitted responses to the follow up question to provide explanation. Some individuals cited more than one experience or observation of exclusion or discrimination. Three responses were omitted for not answering the question. The following includes the aggregated set of answers submitted with a tally of how many times a theme was mentioned. Only themes mentioned seven or more times are presented.

Major Themes	Experienced	Observed	Heard About	Proximity Unclear
Racism	6	20	4	1
Schools	10	11	3	4
Micro-Aggressions*	9	12	2	3
Child Affected**	12	2		
City Council	3	8		2
Disagrees with Survey/DEI Efforts	10			
LGBTQ+	1	7		2
Housing	2	6		1
General Exclusion	3	1		4
Police/Policing	1	3	2	1
Religion	4	2		1
Low Income		6	1	

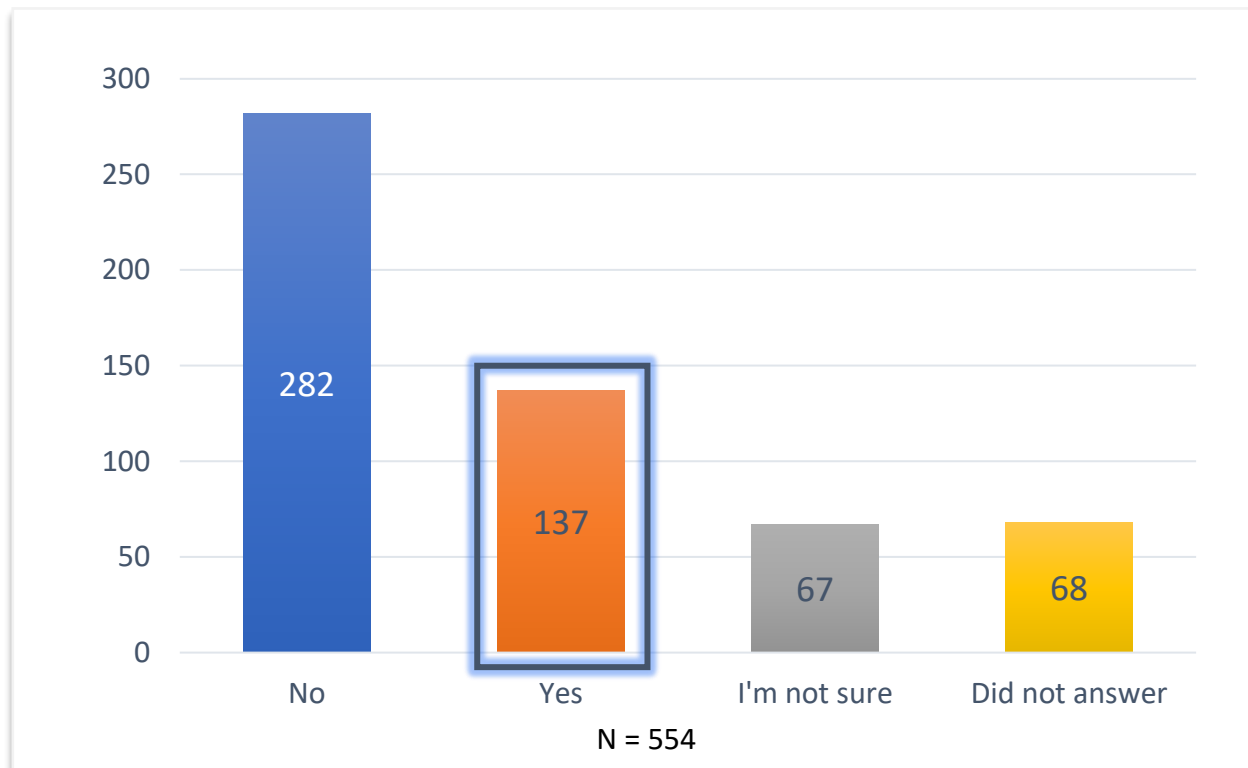
\* Micro-aggressions are defined as a statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group such as a racial or ethnic minority.

\*\* Responses where a child within a household experienced exclusion or discrimination were coded as “Experienced” if a parent submitted the response.

# Experiences of Exclusion or Discrimination

Question 21:

Have you experienced or witnessed acts of exclusion or discrimination ***within the Minnetonka community*** because of your or someone else's identities?



Race	Count
White	87
Black	12
Multiracial	8
Asian	1

Gender	Count
Man	31
Woman	82

Sexuality	Count
Straight	98
Bisexual, Gay, Lesbian	5

Gender & Race	Count
• Woman or Nonbinary	16
• Person of color	

## Quotes from Question 21

The following includes specific descriptions of experiences or observations of exclusion or discrimination that were submitted in question #21.

“I've witnessed it in the racial bullying in Minnetonka High School (Asian hate and shoving due to the corona virus).”

“I have seen bias, harassment, and bullying in the schools, particularly as to LGBTQ members.”

“I have seen a white woman yell at a server with a Spanish accent to F---ing learn English.”

“As a female minority, I notice that police cars follow me when driving.”

“I am mixed race and generally pass as Caucasian, but have been ignored at stores. I have heard slurs in my presence.”

“My son, who is black, had the police called on him for walking down the street.”

“This question is very interesting and feels as though this committee is trying to drum up division and hate within our community.”

“I am half Jewish - the anti-Semitism is rampant here.”

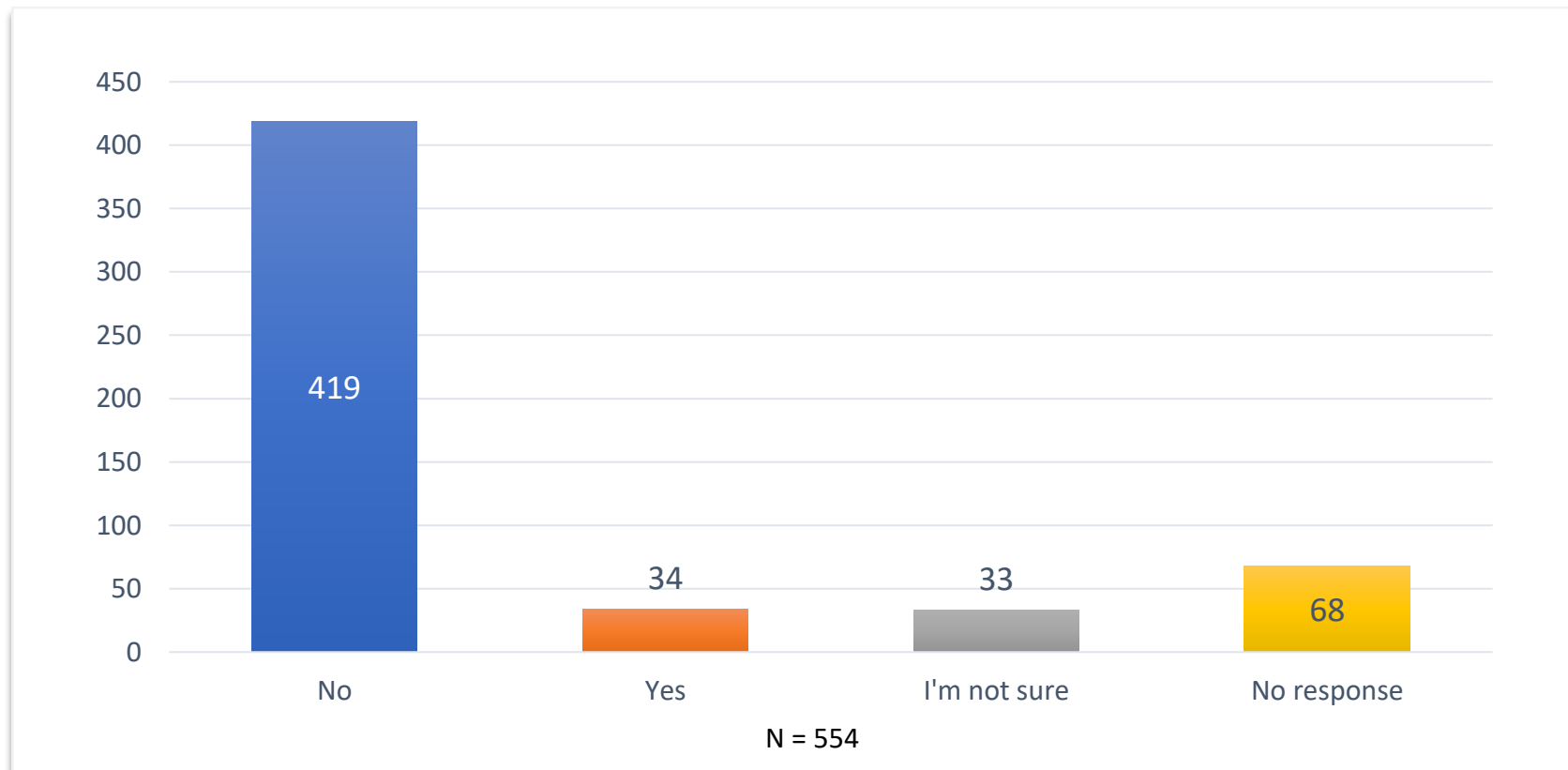
“I've heard language that was clearly derogatory toward gays and I've seen behavior that was offensive toward less affluent families.”

“A current city council member has said in public that, "those people need to learn to pull themselves up by their bootstraps like we did," referring to people of color.”

# Experiences of Exclusion or Discrimination

Question 23:

Have you experienced or witnessed acts of exclusion or discrimination ***when interacting with City of Minnetonka government staff*** (i.e., from someone delivering a service that is provided by the city) because of your or someone else's identities?



## Question 23: Experiences of Exclusion When Interacting with City of Minnetonka Staff

*Have you experienced or witnessed acts of exclusion or discrimination when interacting with City of Minnetonka government staff (i.e., from someone delivering a service that is provided by the city) because of your or someone else's identities? If yes, please explain in detail, including when, where, and with whom this occurred.*

54 individuals submitted responses to the follow up question to provide explanation. Some individuals cited more than one experience or observation of exclusion or discrimination. The following includes the aggregated set of answers submitted with a tally of how many times a theme was mentioned. Only themes mentioned three or more times are presented.

Major Themes	Experienced	Observed	Heard About	Proximity Unclear
Police/Policing	6	1	2	
Disagrees with Survey/DEI Efforts	8			
City Staff	3	2	1	
City Council	2	3		
Only Positive Experiences with City Staff	4			
Micro-Aggressions*		3		
City Government	1	2		
Child Affected	3			
Racism	1	1	1	

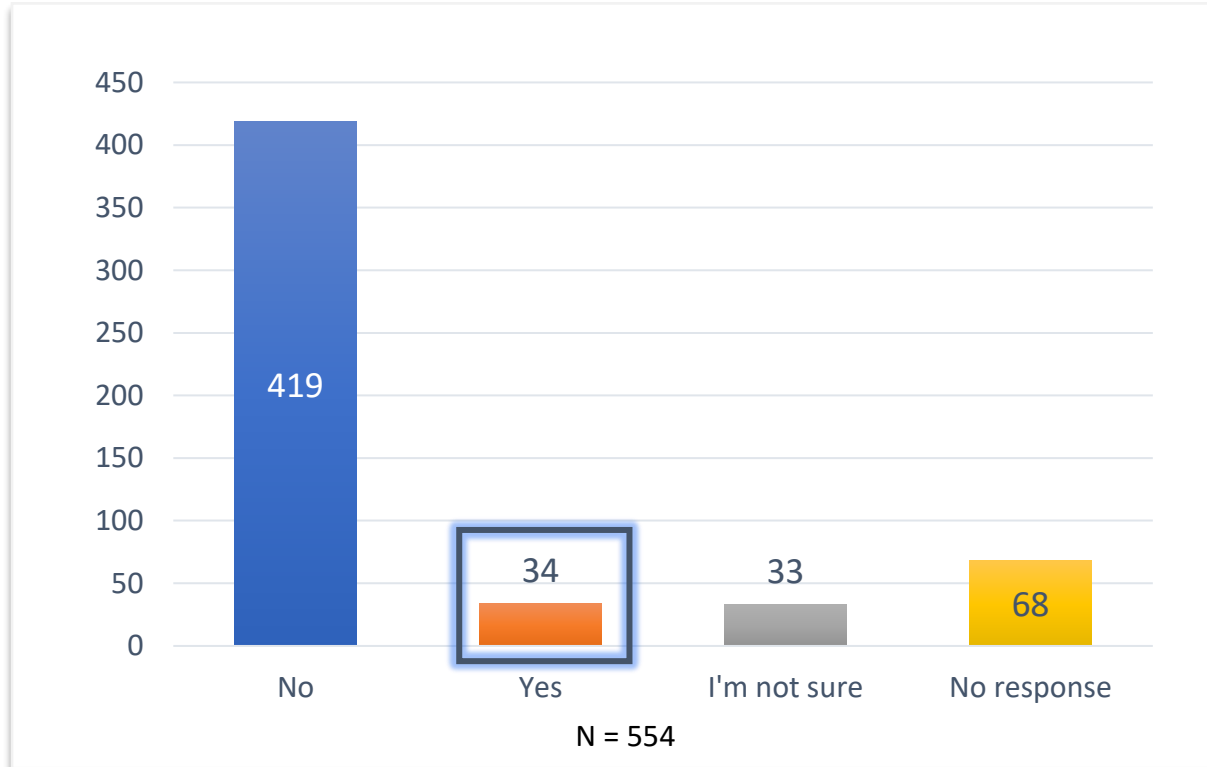
\* Micro-aggressions are defined as a statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group such as a racial or ethnic minority.

\*\* Responses where a child within a household experienced exclusion or discrimination were coded as “Experienced” if a parent submitted the response.

# Experiences of Exclusion or Discrimination

## Question 23:

Have you experienced or witnessed acts of exclusion or discrimination ***when interacting with City of Minnetonka government staff*** (i.e., from someone delivering a service that is provided by the city) because of your or someone else's identities?



Race	Count
White	20
Black	3
Multiracial	2
Asian	0

Gender	Count
Man	5
Woman	20

Sexuality	Count
Straight	20
Bisexual, Gay, Lesbian	3

Gender & Race	Count
• Woman	4
• Person of color	

## Quotes from Question 23

The following includes specific descriptions of experiences or observations of exclusion or discrimination that were submitted in question #23.

“A member of the police department. My child is a child of color; I am white. He was stopped and questioned at night following a shift at work wanting to know what he was doing in the area. He had on a visible work shirt from his job while being questioned.”

**“The City staff I've interacted with have always been very professional.”**

“The City of Minnetonka works with and alongside the Minnetonka School district, who has been found in violation of federal civil rights laws!”

“When reporting acts of vandalism to the police department nearly 2 years ago the response I received was dismissive and seemed strongly influenced by the gender the officer perceived me to have”

“...multiple city staff have treated seniors with disrespect when the seniors were critical of a project...”

“That same city council person has said other condescending things about a black person in my presence.”

**“Minnetonka is becoming the problem. Not the solution. Stop DEI.”**

“It disturbs me that our leadership seemed disinterested in a system that would bring in more voices.”

“City inspectors treat homeowners like enemies.”

“I overheard an election judge make a comment to a man with an Asian background about how his name was a Funny name and gave him a hard time regarding how it was spelled.”



# Insights on Experiences of Exclusion or Discrimination

Nearly **25%** of survey respondents **have experienced or witnessed acts of exclusion or discrimination** within the Minnetonka community because of their or someone else's identities

A wide range of **acts of exclusion or discrimination** were shared, many of which **targeted individuals because of their identities**

**Over 70%** of the instances of exclusion or discrimination that were shared **occurred within the Minnetonka community**, while less than 30% involved interactions with city staff

# Summary

As previously noted, the presented information synthesizes responses to a confidential online survey about respondent lived experiences within the Minnetonka community.

This report will be presented to the DEI Task Force at the June 15, 2022, Task Force meeting.

The information within this report may then be used by the DEI Task Force, city administration, and/or the City Council to determine possible recommendations on policies, practices, and strategies for the City to implement as a means to fostering greater inclusiveness and belonging in Minnetonka.

Questions about the survey can be directed to Alex Clark of Turnlane ([alex@turnlane.org](mailto:alex@turnlane.org)).

